CLAIMS:

- 1. A method of content identification, comprising the step of: creating a first signature for a first content item comprising a first sequence of frames (2), characterized in that:
- the step of creating the first signature (2) comprises creating a first sub-signature (24) to comprise a first sequence of first averages, a first average being stricken of values of a feature in multiple frames in the first sequence of frames.
 - 2. A method as claimed in claim 1, characterized in that it further comprises the step of
- 10 creating a second signature for a second content item comprising a second sequence of frames (4);
 - in which the step of creating the second signature (4) comprises creating a second subsignature (24, 84) to comprise a second sequence of second averages, a second average being stricken of values of the feature in multiple frames in the second sequence of frames;
- the method further comprising the step of determining similarity between the first and the second signature (6); and
 - said step of determining similarity between the first and the second signature (6) comprises determining similarity between the first and the second sub-signature (48).
- 3. A method as claimed in claim 2, characterized in that the step of determining similarity between the first and the second signature (6) comprises calculating a coefficient of correlation between the first and the second signature (50) and comparing the coefficient with a threshold (52).
- 4. A method as claimed in claim 2, characterized in that the step of determining similarity between the first and the second signature (6) comprises calculating a coefficient of correlation between a first sub-sequence at a position in the first sequence of averages and multiple second sub-sequences in the neighborhood of a corresponding position in the second sequence of averages (46).

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5. A method as claimed in claim 4, characterized in that the coefficient of correlation between the first sub-sequence and the multiple second sub-sequences (46) is calculated by using weights, a weight being larger if a second sub-sequence is near the corresponding position and smaller if a second sub-sequence is remote from the corresponding position.

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- 6. A method as claimed in claim 2, characterized in that the step of creating a signature (2, 4) comprises creating multiple sub-signatures, and similarity between the first and the second signature (6) is determined by using the multiple sub-signatures.
- 7. A method as claimed in claim 2, characterized in that creating a sub-signature (24) comprises reducing the number of averages.
- 15 8. A method as claimed in claim 2, characterized in that, if the second content item is comprised in a third content item and the first and the second signature are similar, a further step comprises skipping the second content item in the third content item (8).
- 9. A method as claimed in claim 2, characterized in that a further step comprises identifying boundaries between a first segment and a second segment of a third content item, and another step comprises skipping the first segment in the third content item (10) if the second content item comprises the first segment and the first and the second signature are similar.
- 25 10. A method as claimed in claim 2, characterized in that a further step comprises recording the second content item (12) if the first and the second signature are similar.
 - 11. A method as claimed in claim 2, characterized in that a further step comprises generating an alert (14) if the first and the second signature are similar.
 - 12. An electronic device (62), comprising: an interface (64) for interfacing with a storage means (66) storing a first signature of a first content item, the first content item comprising a first sequence of frames;

a receiver (68) able to receive a signal comprising a second content item, the second content item comprising a second sequence of frames; and

a control unit (70) able to use the interface (64) to retrieve the first signature from the storage means (66), able to create a second signature for the second content item, and able to

- 5 determine similarity between the first signature and the second signature,
 - characterized in that the control unit (70) is able to:

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- create a first sub-signature from the first signature, the first sub-signature comprising a first sequence of averages of values of a feature in multiple frames in the first sequence of frames; create a second sub-signature for the second signature by averaging values of the feature in multiple frames in the second sequence of frames;
- determine similarity between the first and the second sub-signature; and determine similarity between the first and the second signature in dependence upon the similarity between the first and the second sub-signature.
- 13. A device as claimed in claim 12, characterized in that, the control unit (70) is able to determine similarity between the first and the second signature by calculating a coefficient of correlation between the first and the second signature and comparing the coefficient with a threshold.
- A device as claimed in claim 12, characterized in that, if the second content item is comprised in a third content item and the first and the second signature are similar, the control unit (70) is able to urge a further storage means (72) to store the third content item without the second content item.
- 25 15. A device as claimed in claim 12, characterized in that the control unit (70) is able to urge a further storage means (72) to store the second content item if the first and the second signature are similar.
- 16. A device as claimed in claim 12, characterized in that the control unit (70) is 30 able to generate an alert if the first and the second signature are similar.
 - 17. Software enabling upon its execution a programmable device to function as an electronic device, comprising a function for creating a signature for a content item comprising a sequence of frames, the function comprising creating a sub-signature to

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comprise a sequence of averages, an average being stricken of values of a feature in multiple frames in the sequence of frames.

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- 18. Software as claimed in claim 17, characterized in that it further comprises a function for determining similarity between two signatures by calculating a coefficient of correlation between the two signatures and comparing the coefficient with a threshold.
 - 19. Software as claimed in claim 17, characterized in that it is stored on a record carrier.

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